

Government Science College, Idar

Notice

Date:26/08/2019

Therefore, to tell the students studying in this Institute that the importance of Hospitality Management has increased a lot in the present time everywhere in terms of scope. In order to benefit the students in the future, a certificate course program has been organized on the subject of Hospitality Management from 04/09/2019 to 17/09/2019 for a total of 15 days and a total of 30 hours. Therefore, the students should contact the coordinator of the program Dr. A. J. Patel to register offline.



A. J. Patel
Coordinator
of
Program

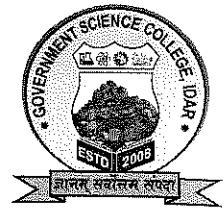
R. Patel
Principal
Government Science College
IDAR

Government Science College, Idar



At & Post: Sapavada, Idar, Sabarkantha

Email: sciencecollegeidar@gmail.com



swt. no. CRSCI / Misc. / 2019 / 1338

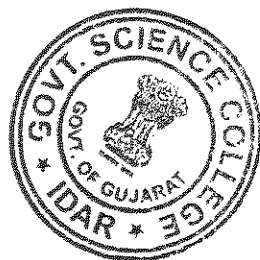
Date: 1/9/2019

To
Prof. Dr. Ajay Patel
Assistant Professor & Head,
Department of Mathematics,
Government Science College, Idar

Subject: Approval for starting Certificate Course on Hospitality Management

With reference to your letter dated 26/8/2019, I am pleased to approve to conduct Certificate Course on Hospitality Management from 4/9/2019 to 17/9/2019 at the college. You are directed to maintain record of attendance and lectures delivered by the experts including documentation of the course. Also submit the report after completion of the course.

Principal



(Dr.P.A. VADHER)

Principal
Government Science College
Idar(S.K.)

Government Science College Idar
Year-2019-20
CERTIFICATE COURSE ON HOSPITALITY MANAGEMENT

ATTENDANCE SHEET

SR.NO.	NAME	09-04-2019	09-05-2019	09-06-2019	09-07-2019	09-08-2019	09-08-2019	09-09-2019	09-11-2019	09-12-2019	13/9/2019	14/9/2019	15/9/2019	15/9/2019	16/9/2019	17/9/2019
1	PREJAPATI CHANDAN DIJUPBHAI	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand	Chand
2	RAHEVAR DIVYABEN BHUPATSINH	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya
3	CHAMPAVAT JAYRAJ SINGH M.	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj	Jayraj
4	PATEL KHUSHI LAITBHAI	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.	P.K.
5	PATEL NIMESHKUMAR BHARATBHAI	N	N	N	N	N	N	N	N	N	N	N	N	N	N	N
6	DAMOR RITESHKUMAR NARSINHBHAI	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh	Ritesh
7	CHAUHAN SUDHIRBHAI MANHARBHAI	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh	Sudh
8	KHAR SURESHKUMAR BHOLABHAI	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K	S.B.K
9	AMIT RAMESHBHAI PATEL	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
10	BHARGAVKUMAR SURESHBHAI PATEL	S	S	S	S	S	S	S	S	S	S	S	S	S	S	S
11	BHAVIK JETHALAL YANKAR	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik	Bhavik
12	CHETAN HASMUKHLAL NAVI	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan	Chetan
13	DARSHIL RAMESHBHAI CHAUHAN	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil	Darshil
14	DHARABEN BALENDRASINH PADHIYAR	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara	Dhara
15	DISHABEN PARESHKUMAR PATEL	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.	D.P.
16	DIVYARAJ SINGH INDRASINH CHAUHAN	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya	Divya
17	GAUTAMKUMAR PRABHUDAS CHAUHAN	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam	Gautam
18	HANI YASHVANTBHAI PATEL	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.	H.P.



(Signature)
Principal
Government Science College
Idar(S.K.)

(Signature)
Coordinator
(Signature)
Registrar

Course Module: Certificate course on Hospitality Management

Total Duration: 30 hours

Number of Sessions: 15 (2 hours each)

Session 1: Introduction to Hospitality Management (2 hours)

- **Overview of Hospitality Industry**
 - Definition and scope
 - Sectors within the industry (hotels, restaurants, travel, etc.)
- **Role and Importance of Hospitality Management**
- **Historical Evolution of the Hospitality Industry**

Activities:

- Group discussion on the impact of hospitality on the economy
 - Case study analysis of a successful hospitality business
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Session 2: Hospitality Operations Management (2 hours)

- **Front Office Management**
 - Role and functions
 - Guest cycle (pre-arrival, arrival, occupancy, departure)
- **Housekeeping Management**
 - Importance and functions
 - Standards and procedures

Activities:

- Role-play exercise on front office operations
 - Group discussion on the importance of housekeeping
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Session 3: Food and Beverage Management (2 hours)

- **Overview of F&B Operations**
 - Types of food service establishments
 - Organizational structure



- **Menu Planning and Design**
 - Factors influencing menu planning
 - Menu pricing strategies

Activities:

- Menu design exercise
 - Group discussion on current trends in F&B
-

Session 4: Hospitality Marketing and Sales (2 hours)

- **Basics of Marketing in Hospitality**
 - Importance and strategies
 - Marketing mix (4 Ps: Product, Price, Place, Promotion)
- **Sales Techniques and Customer Relationship Management (CRM)**
 - Upselling and cross-selling
 - Building and maintaining customer relationships

Activities:

- Case study on a successful marketing campaign
 - Role-play exercise on upselling
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Session 5: Financial Management in Hospitality (2 hours)

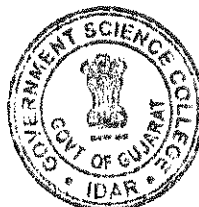
- **Introduction to Hospitality Finance**
 - Importance and functions
 - Key financial statements (income statement, balance sheet, cash flow statement)
- **Budgeting and Forecasting**
 - Importance and methods
 - Cost control techniques

Activities:

- Budget creation exercise
 - Group discussion on financial challenges in hospitality
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Session 6: Human Resource Management in Hospitality (2 hours)

- **Importance of HR in Hospitality**



- Role and functions
- Recruitment and selection processes
- **Training and Development**
 - Importance of staff training
 - Methods of training

Activities:

- Role-play exercise on recruitment
 - Group discussion on effective training methods
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Session 7: Customer Service Excellence (2 hours)

- **Importance of Customer Service**
 - Defining excellent customer service
 - Benefits of good customer service
- **Techniques for Enhancing Customer Experience**
 - Handling complaints
 - Personalizing guest experiences

Activities:

- Role-play on handling customer complaints
 - Group discussion on examples of excellent customer service
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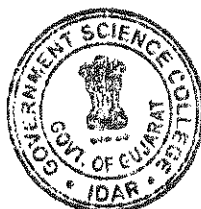
Session 8: Event Management in Hospitality (2 hours)

- **Introduction to Event Management**
 - Types of events (corporate, social, etc.)
 - Role of event managers
- **Planning and Executing Events**
 - Steps in event planning
 - Managing logistics

Activities:

- Group project on planning a mock event
 - Discussion on challenges in event management
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Session 9: Hospitality Law and Ethics (2 hours)



- **Introduction to Hospitality Law**
 - Importance and key areas
 - Laws affecting hospitality operations
- **Ethical Issues in Hospitality**
 - Common ethical dilemmas
 - Importance of ethical behavior

Activities:

- Case study on a legal issue in hospitality
 - Group discussion on ethical practices
-

Session 10: Sustainable Practices in Hospitality (2 hours)

- **Importance of Sustainability**
 - Environmental impact of hospitality
 - Benefits of sustainable practices
- **Implementing Sustainable Practices**
 - Energy conservation
 - Waste management

Activities:

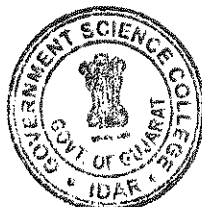
- Group discussion on sustainability initiatives
 - Case study on a green hotel
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Session 11: Technology in Hospitality (2 hours)

- **Role of Technology**
 - Enhancing guest experience
 - Improving operational efficiency
- **Current Trends**
 - Mobile check-in/out
 - Smart rooms

Activities:

- Discussion on the impact of technology
 - Case study on innovative use of technology in hospitality
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Session 12: Risk Management in Hospitality (2 hours)

- **Introduction to Risk Management**
 - Identifying potential risks
 - Importance of risk management
- **Developing a Risk Management Plan**
 - Steps in creating a plan
 - Crisis management

Activities:

- Role-play on crisis management
 - Group discussion on risk mitigation strategies
-

Session 13: Hospitality Trends and Future Outlook (2 hours)

- **Current Trends in Hospitality**
 - Wellness tourism
 - Experience-driven stays
- **Future of Hospitality**
 - Technological advancements
 - Changing consumer behavior

Activities:

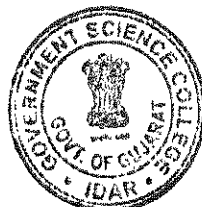
- Group discussion on future trends
 - Case study on an emerging trend
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Session 14: Entrepreneurship in Hospitality (2 hours)

- **Starting a Hospitality Business**
 - Steps to start
 - Business planning
- **Challenges and Opportunities**
 - Common challenges faced
 - Identifying opportunities

Activities:

- Group project on creating a business plan
- Discussion on entrepreneurial challenges

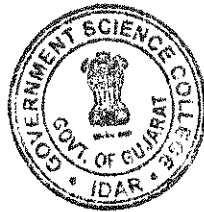


Session 15: Final Project and Presentation (2 hours)

- **Completion of a Hospitality Management Project**
 - Comprehensive project covering key aspects of hospitality management
- **Presentation and Feedback**
 - Sharing final projects with the class
 - Constructive feedback session

Activities:

- Final project presentation
- Group feedback and discussion



**A Report on
Certificate Course on
Hospitality Management**

Duration: 30 Hours

Start Date: 04/09/19

End Date: 17/09/19

Resource Person: Dr. Ami Vyas, Mr. Aryan Patel.

Venue: Government Science College, Idar

Objective: A Certificate Course has been organized with the aim to help the students of understanding the structure, scope, and trends of the hospitality industry.

No. of students attended and completed the Certificate Course: 18

Outcome of the event:

The following knowledge was acquired by the participants:

- ✓ Comprehensive Industry Knowledge
- ✓ Advanced Customer Service Skills
- ✓ Operational Management Skills
- ✓ Financial Management
- ✓ Marketing and Sales Acumen

Course Co-ordinator

Dr. A. J. Patel

Assistant Professor (Mathematics)

Government science college,

Idar

A. J. Patel
Coordinator
of
Program

[Signature]



**Principal
Government Science College
IDAR**